



Legislation Text

File #: 14-0818, **Version:** 3

Ordinance - Third and Final Reading on an Ordinance Approving Amendment of Section 7100.D of the Zoning Ordinance Pertaining to Regulations on Window Signs (OA#14-001)

To consider the subject zoning change request.

The Planning and Zoning Commission held a public hearing on February 3, 2014, and voted 7 to 0 to recommend approval.

Second Reading - The following changes have been made since first reading:

- Exempt churches, schools and government entities from the message center criteria. These non-profit organizations tend to use more scrolling messages to convey worship or event schedules. Most businesses that use this type of signs tend to change the entire image.

- Prohibit electronic message signage to be used as wall signs. Electronic message boards are used primarily on monument signs. They could be quite distracting or ignoring to other customers or tenants if used by an individual tenant of a retail strip center.

Staff recommends staying with the time limit shown in the original proposal. A 20 second minimum display time period would create less distraction to drivers and allow a full message or image to be easily read.

First Reading - During the last quarter, the Council Code Enforcement Sub-Committee reviewed regulations on window signs. The input from businesses and other cities indicated that the current regulations represent an industry standard (maximum signage at 25% of the total window area). One area of improvement is to minimize the signs on doors. The Sub-Committee then directed staff to amend the regulations to exclude signage on glass doors, except for the business name, hours of operation, and the method of payment.

Currently, the sign regulations do not address message centers in great detail. Staff has been receiving complaints about these types of signs specifically related to the speed at which the copy changes. After consulting with Baker Signs, who manages the City's kiosk sign program, staff is proposing an amendment to restrict the speed by which copy can change and to increase the amount of time copy must remain still. The end result is that businesses will be able to display their messages, while not create a distraction.

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